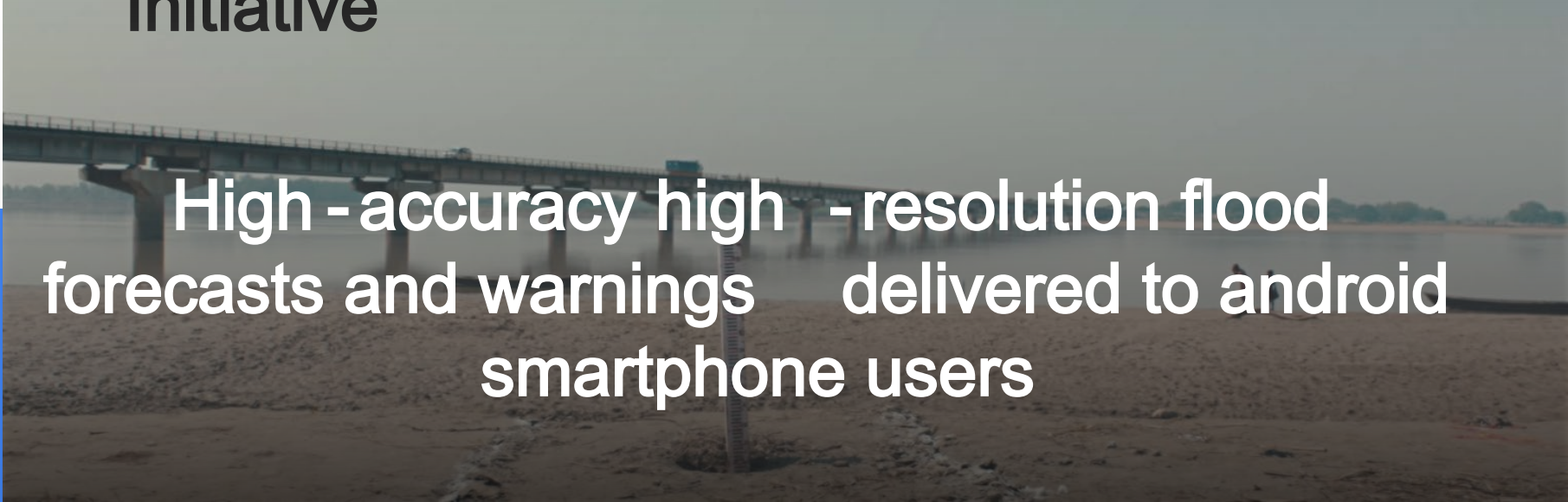# Evaluating the Impact of a Flood Forecasting Initiative

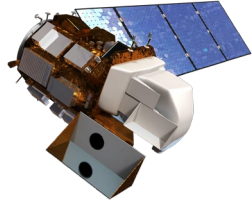Maulik Jagnani (Yale), Sella Nevo (Google), and Rohini Pande (Yale)

The Google Flood Forecasting Initiative

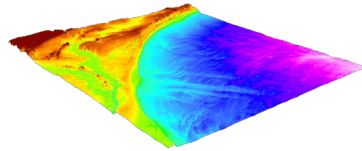High‑accuracy high‑resolution flood forecasts and warnings delivered to android smartphone users

Hydraulic Model - Overview

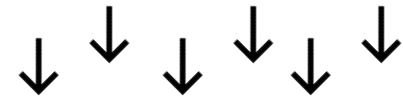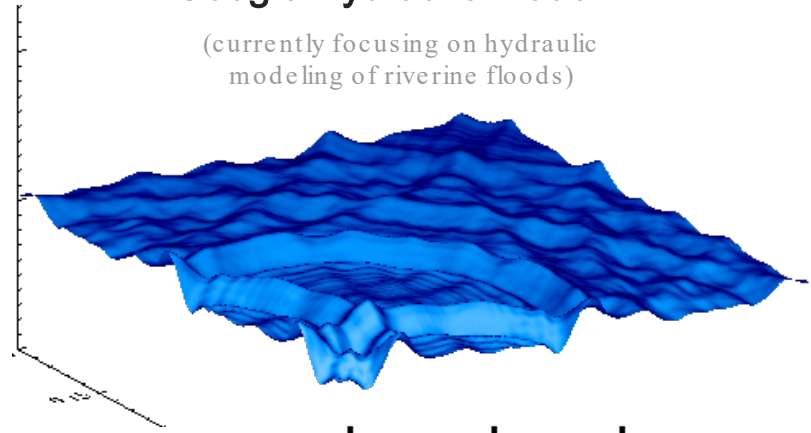**Satellite imagery**
(Multiple sources)

Google DEM generation

Government

Gauge measurements & forecasts

Google Hydraulic Model
(currently focusing on hydraulic modeling of riverine floods)

Inundation Map

Flood Forecasting
Initiative

Informing the Public

Google Public Alerts
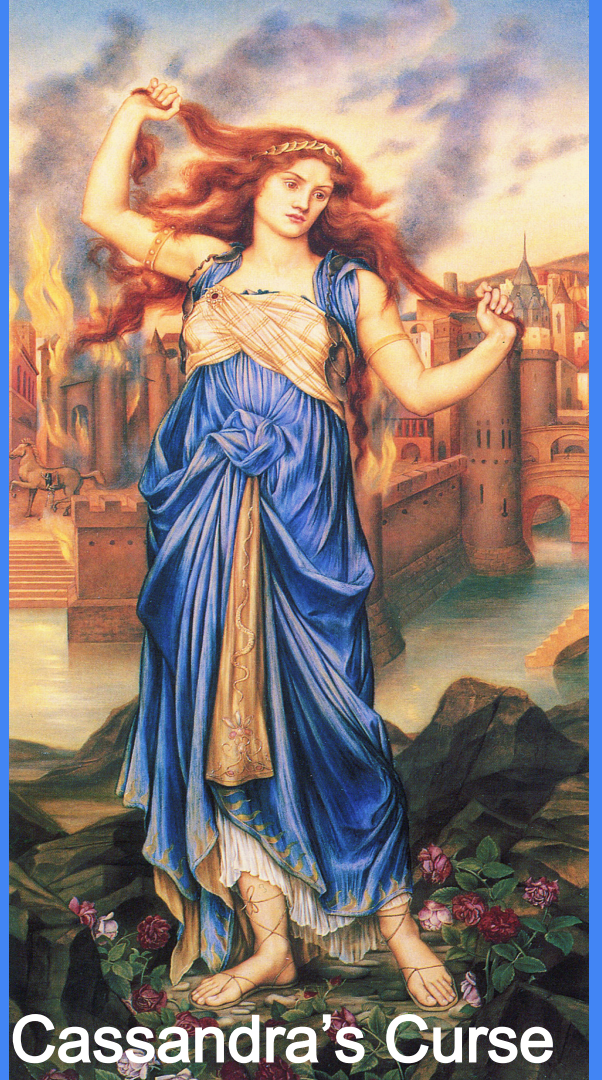

Flood Forecasting
Initiative
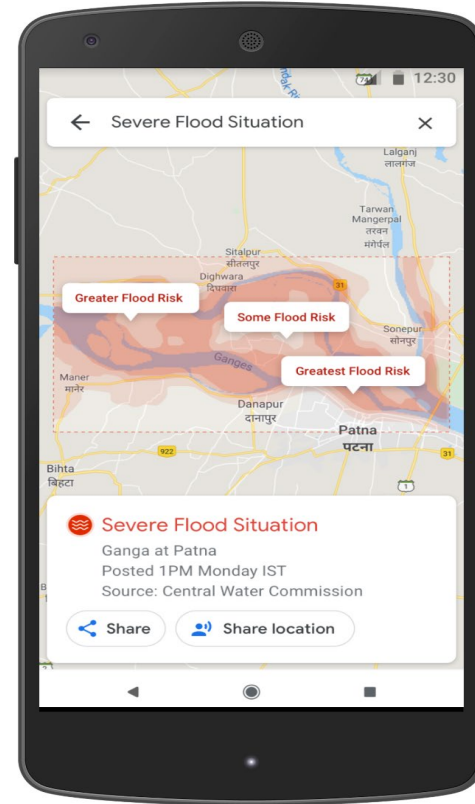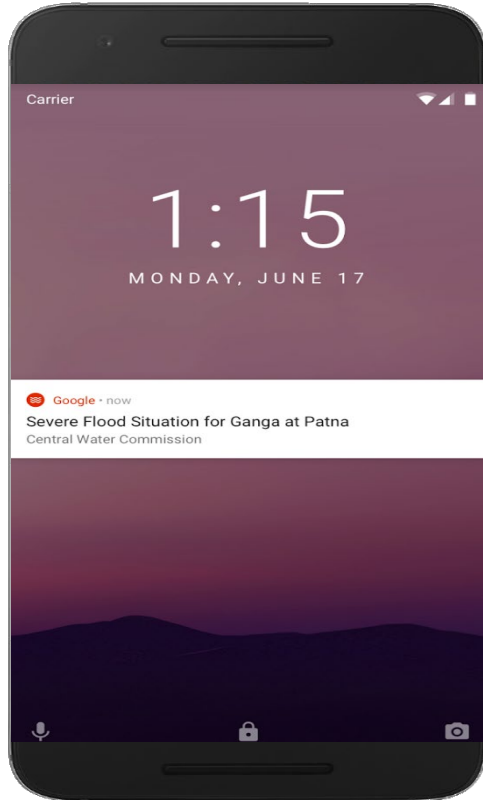
An Economist's Perspective on Flood Alerts

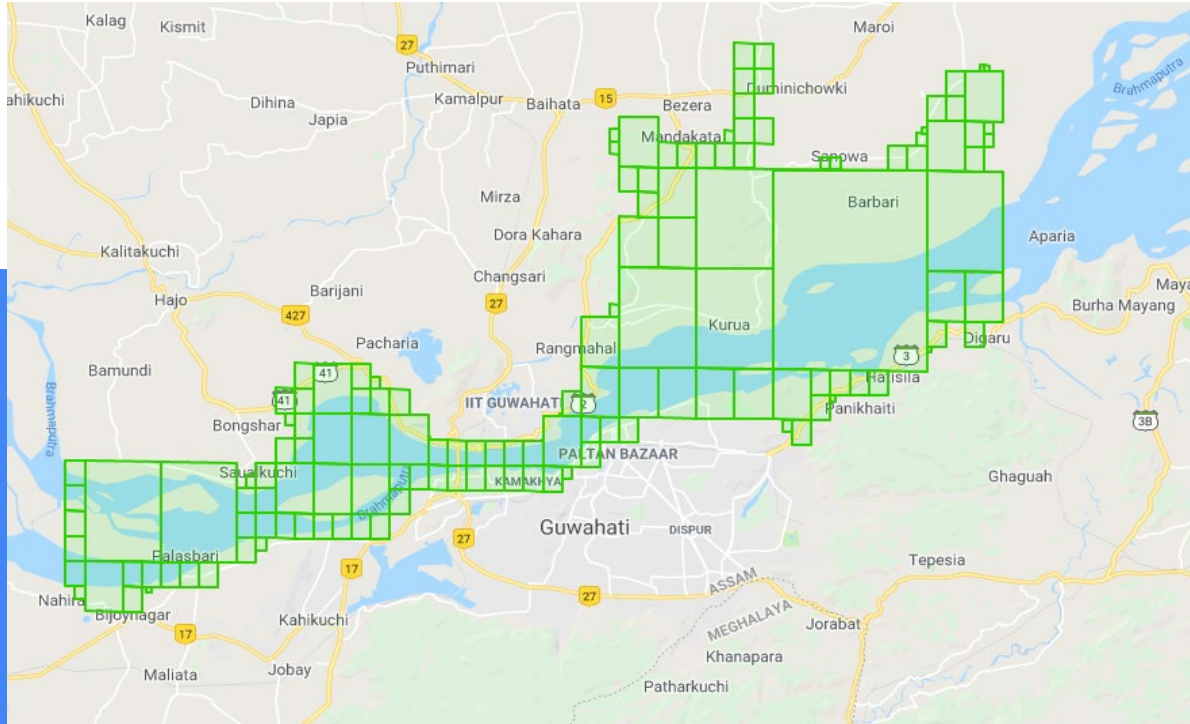Do individuals respond to flood alerts?

How do you get more individuals to respond to flood alerts?
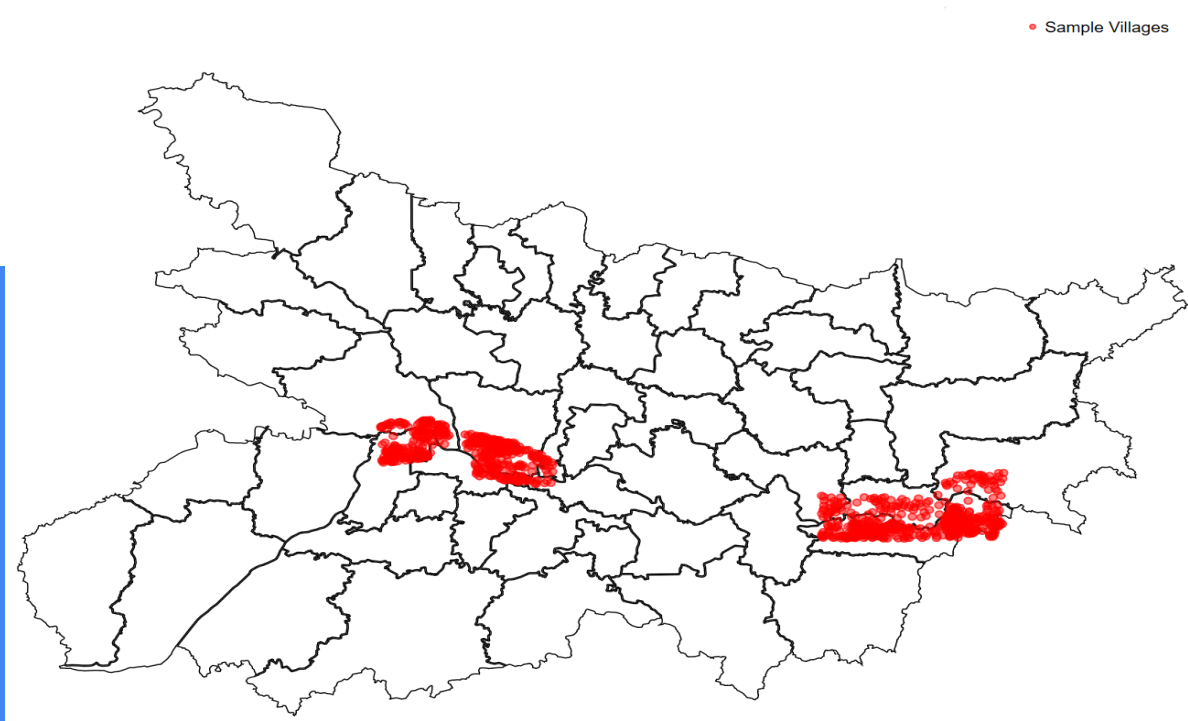
- Clarity
- Authority

Cassandra's Curse

Part I: Evaluate (Aggregate) Movement After Flood Alerts Using Satellite Data

Part II: Evaluate the Role of Panchayats in Diffusion of Flood Alerts

Sample Villages

Questions?